



# Retailers

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## News Just For

### New Craftspeople Juried into KCMP

The Kentucky Craft Marketing Program (KCMP) recently accepted 60 new craftspeople for participation in the Program at its annual jury session. The 2002 session was conducted by a panel of in-state and out-of-state craft professionals. After successful completion of a pilot mentoring program, an additional 13 craftspeople are expected to be included, making a total of 73 new juried participants in the Program. Crafts in Kentucky continue to be a serious business for the state and contribute an economic impact to the state of nearly \$52.5 million in sales each year.

New members, Tony Sherman and Judy Tingle from Louisville said, "The Program will add a new dimension to our business. Eight years ago we were looking at our business as a hobby, but now it has become a full-time job. Producing our product, then marketing it, and finally distributing, all have to work in a balance together. We look forward to utilizing what the KCMP offers in terms of the various opportunities for moving our merchandise."

A complete listing of all juried participants (including those added in this year's jury) can be obtained from the Program's website, [www.kycrafts.org](http://www.kycrafts.org) or by calling 888 KY CRAFT, 4801. Vallorie Henderson, Special Projects Coordinator, works closely with all buyers to respond to their specific questions or needs. Her e-mail address is [Vallorie.Henderson@mail.state.ky.us](mailto:Vallorie.Henderson@mail.state.ky.us).

# New Stores Added for Kentucky Collection



The Kentucky Collection, an assortment of the state's crafts, foods, visual arts, books, and music, will be adding the following stores to the list of stores that display and sell the Kentucky-made products: Mulberry Junction (Madisonville); Mary Kinney Millinery (LaGrange); Kentucky Dam Village State Resort Park (Gilbertsville); Lake Barkley State Resort Park (Cadiz); and Natural Bridge State Resort Park (Slade). The total number of participating stores now stands at eleven. The Collection stores will be listed in the 2003 Getaway Guide, produced by the Kentucky Department of Travel.

The Collection had its first debut in 2001 at Uniquely Kentucky (Crescent Springs), The Cozy Corner (Whitesburg), Hawley-Cooke Booksellers (Louisville) and Lake Cumberland State Resort Park (Jamestown). In May 2002, Diamond Caverns (Park City) and Barren River State Resort Park (Lucas) were included. "We have been expanding our gift department, and including the Kentucky Collection has offered our customers a greater variety of wonderful gift options. These unique Kentucky-made products are selling very well. We are also excited to promote local and statewide artists and craftspeople," said Audrey Schuetze, co-owner of Hawley-Cooke Booksellers, Louisville.

"I am terribly excited, both for my business and the city of Madisonville. A lot of the people in our store are gift buyers, especially from other parts of the country. I sell a lot of the Kentucky Crafted products, and it's great to be able to display them all in one kiosk," said Val Dreusicke, owner of Mulberry Junction.

For more information about the Kentucky Collection, please contact Nancy Atcher at [Nancy.Atcher@mail.state.ky.us](mailto:Nancy.Atcher@mail.state.ky.us), or 888/592-7238, ext. 4816.

## *Logo for Kentucky Collection Wins Design Award*

*The Kentucky Association of Government Communicators recently recognized Creative Services, a division of the Finance Cabinet, with the Award of Excellence for the Kentucky Collection Pilot Program logo. The award was presented during a luncheon at Buffalo Trace Distillery on August 20th. Garry Redmon at Creative Services created the winning design. Congratulations to Garry and all involved!*





## CRAFTS IN FOCUS: SoapWerks

As a recent recipient of a Product Development Grant from the Kentucky Craft Marketing Program, Kathy Werking has what it takes to be a "Phenomenal Woman." GO Women (Greater Opportunities for Women), a non-profit organization that helps women in Central and Eastern Kentucky gain the necessary skills and self-esteem to get better jobs, has chosen to partner with Kathy in the marketing efforts of her Phenomenal Woman product line. SoapWerks will be the primary marketing agent for the products; however, GO Women will include the product line in its fund-raising efforts. A percentage of the product line sales will benefit GO Women. The line includes natural bath and body care products and environmentally friendly candles, packaged in a hand painted gift box, bearing the Phenomenal Woman logo.

Kathy has been operating SoapWerks since 1994. The business has steadily expanded since that time by exhibiting at approximately ten retail shows each year and pursuing wholesale accounts through Kentucky Crafted: The Market and sales calls. Kathy plans to expand her wholesale business through attendance at national trade shows in 2003.

## Buyers!

### You Can Get It Made In Kentucky!

Got an idea for a product that you'd like to have made to your custom design or specifications? The KCMP can help you!

For the first time ever, product development grants are available to the craft and visual art exhibitors at Kentucky Crafted: The Market to work with buyers to develop a product. While the craftsperson must make the application, you, the buyer, can be the spark for the idea. Examples of project expenses eligible for support include: material costs and time associated with prototype design and development for an identified market; purchase of equipment associated with product; and professional design assistance associated with the product development, including packaging and labeling costs. Applications will be accepted throughout the year. They are due by the first of the month for review during that month. Applications received after the first will be considered the following month. You'll receive more info upon registration, or contact Nancy Atcher, Product Development Coordinator, ext. 4816, for more details.

## ***This one's for you!***

Just in case you're wondering what this publication is and why you have received it.....It is the premier edition of a free periodical designed specifically for retailers who are included on Kentucky Craft Marketing's database. **News Just For Retailers** will be distributed quarterly with the seasons. Each edition will feature pertinent information on new KCMP programs and events, new products from KCMP juried participants and, **you**, succesful retailers of Kentucky products. Please feel free to contact Vallorie Henderson at 888-KY CRAFT, ext. 4811, or by e-mail, [Vallorie.Henderson@mail.state.ky.us](mailto:Vallorie.Henderson@mail.state.ky.us), with any feature ideas you might have for this publication or if you do not want to receive future editions of this publication.

## HOME FOR THE HOLIDAYS.....

People are coming home for the holidays. It's a popular phrase with many meanings. This year, in specialty retailing, it means selling what makes people feel good. People want to spend more time at home with friends and family. It's called cocooning.

Americans are looking back, going retro, and looking for a traditional Christmas, according to Richard Adler, vice president of marketing with Kurt S. Adler Inc., based in New York City. Adler also noted that people are turning to religion and are very interested in inspirational gifts. "People like giving gifts of quality. They recognize they are creating memories," said Adler.

Christmas decorating is a uniquely American phenomenon. No other country, not even our closest neighbor to the north, Canada, goes in for the exuberant outdoor decorating and gift giving that Americans do. An estimated 15 million American families are dedicated Christmas collectors who tend to add to their collections every year.

It is equally important to recognize how diverse America has become. Hanukkah and Kwanzaa items have equal selling power for American retailers during the months leading up to the December holidays.



### MEET THE RETAILER: The Cozy Corner

Josephine Richardson fell in love with eastern Kentucky and its crafts in the late sixties. "My husband and I came here in 1969," she said, "and right away, I began buying and selling such regional items as folk art, quilts, and books." She discovered many of the local quiltmakers and their exquisite needlework when she worked in home health care. "Women made beautiful handsewn quilts but had no place to sell them," said Josephine.

That problem was solved when Josephine opened The Cozy Corner in 1973. The Whitesburg, Kentucky, store offers a large variety of local crafts, and the vibrant quilts are still the number one draw. When visiting the store, it is easy to see why it was chosen to be one of the three original pilot locations for The Kentucky Collection. Examples of Kentucky's finest crafts, recordings, books, and food products are artfully displayed throughout the store. While customers mull purchase decisions, they often head for another part of the 1911 building that holds The Courthouse Cafe. Eastern Kentucky tradition reigns supreme here, too, with entrees made from local produce, homemade soups, and desserts. Each day there are five specials at lunch and dinner, and the menu has vegetarian selections, as well.

The business itself is aptly named after its own cozy corner of eastern Kentucky, filled with warmth and decorated with local creativity. If you happen to be in the area, or want to plan a special visit, The Cozy Corner is located at 104 North Webb Avenue in downtown Whitesburg. Hours are 10 a.m. - 8:30 p.m. Monday - Friday, and 10:00 a.m. - 4:00 p.m. on Saturdays.